

Abstract

A method of and software for determining effectiveness of sales call efforts in a marketing environment in which representatives make contact with a customer in accordance with a prioritized list, comprising the steps of: (1)

- 5 creating a prioritized list of customers for representatives of an organization to use in contacting customers, the prioritized list including an identification of a customer identity and a specified contact frequency for each such customer to be executed by the representatives; (2) adjusting the specified contact frequency for a selected subset of customers to create an adjusted prioritized list; (3)
- 10 communicating the adjusted prioritized list to the representatives (e.g. by generating call lists for each representative or groups of representatives) ; and (4) measuring changes in the promotional response among the selected subset of customers. The invention further include a method of improving effectiveness of such sales call efforts by a further step of using the measured change in promotional response among the selected subset of customers as an input to creation of an updated prioritized list with a modified contact frequency targeting the customers most likely to yield additional sales.
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